

U.S. Department of Justice
Washington, DC 20530

Supplemental Statement

**Pursuant to the Foreign Agents Registration Act of
1938, as amended**

For Six Month Period Ending 3/31/2015

(Insert date)

I - REGISTRANT

1. (a) Name of Registrant (b) Registration No.

Development Counsellors International, Ltd.

4777

- (c) Business Address(es) of Registrant

215 Park Ave. South

10th Floor

New York, NY 10003

2. Has there been a change in the information previously furnished in connection with the following?

- (a) If an individual:

- | | | |
|---------------------------|------------------------------|-----------------------------|
| (1) Residence address(es) | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Citizenship | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Occupation | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

- (b) If an organization:

- | | | |
|--------------------------|------------------------------|--|
| (1) Name | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |

- (c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).

3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.

Yes ☐ No ☒If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date Connection Ended
------	----------	-----------------------

(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☒ No ☐

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
Maureen Haley	91 Berry St. Apt. 3 Brooklyn, NY 11211	USA	Vice President	11/1/2014

5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☒ No ☐

If yes, identify each such person and describe the service rendered.

Maureen Haley - Public Relations/Marketing on behalf of Scotland.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

Name	Residence Address	Citizenship	Position	Date Assumed
------	-------------------	-------------	----------	--------------

(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
Rachel Jakubowicz	Account Executive	4/16/2014
Mary Kate Monohan	Account Executive	12/31/2014

(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
------	------------------------	-------------------	-----------------

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes ☒ No ☐

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

Foreign Principal
Tourism Toronto

Date of Termination
12/31/2014

8. Have you acquired any new foreign principal(s)² during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

Name and Address of Foreign Principal(s)
Netherlands Foreign Investment Agency

Date Acquired
1/1/2015

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)² whom you continued to represent during the 6 month reporting period.

Tourism Tasmania
Scottish Development International
PromPeru
Economic Promotion Agency of Tuscany
Turismo Chile

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A³ Yes ☒ No ☐

Exhibit B⁴ Yes ☒ No ☐

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☒

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☒

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3, sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4, sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

If yes, identify each foreign principal and describe in full detail your activities and services:

Tourism Tasmania - Public Relations Program covering Trade
 Tourism Toronto - Public Relations program covering Trade and Media
 Scottish Development International - Public Relations program covering Trade and Media
 PromPeru - Public Relations program covering Trade and Media
 Economic Promotion Agency of Tuscany - Investment Generation Services
 Turismo Chile - Public Relations program covering Trade and Media
 Netherlands Foreign Investment Agency - Integrated Marketing Program

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes ☐ No ☒

If yes, describe fully.

⁵ "Political activity," as defined in Section 1(o) of the Act, means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS-MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.⁶

Date	From Whom	Purpose	Amount
100/1/14-3/31/15	Tourism Tasmania	Professional Fees	43,303.50
10/1/14-12/31/14	Toruisim Toronto	Professional Fees	21,526.04
10/1/14-3/31/15	Scotland	Professional Fees	30,000.00
10/1/14-3/31/15	PromPeru	Professional Fees	75,030.65
10/1/14-3/31/15	Tuscany	Professional Fees	14,406.00
10/1/14-3/31/15	Chile	Professional Fees	177,000.00
10/1/14-3/31/15	Netherlands	Professional Fees	117,500.00
			\$478,766.19

Total

(b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fundraising campaign⁷, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D⁸ to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
-------------------	---------------	----------------	---------

6, 7 A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

8 An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

9 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS-MONIES

During this 6 month reporting period, have you

- (1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐
- (2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
		Reimbursable Expenses for travel, catering, etc. as a representative of the clients listed in #9.	

Total

(b) DISBURSEMENTS-THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐No ☒

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
------	-----------	-------------------	----------------	---------

(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐No ☒

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
------	--------------------------	-------------------------------------	-------------------

^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?¹²

Yes ☒ No ☐

If Yes, go to Item 17.

(b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?

Yes ☐ No ☐

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

Scottish Development International, Turismo Chile, PromPeru, Netherlands

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☐ No ☒

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- ☒ Radio or TV broadcasts ☒ Magazine or newspaper ☐ Motion picture films ☐ Letters or telegrams
☐ Advertising campaigns ☒ Press releases ☐ Pamphlets or other publications ☐ Lectures or speeches
☐ Other (specify) _____

Electronic Communications

- ☒ Email
☐ Website URL(s): _____
☒ Social media websites URL(s): Twitter, Facebook
☐ Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- ☐ Public officials ☒ Newspapers ☐ Libraries
☐ Legislators ☒ Editors ☐ Educational institutions
☐ Government agencies ☐ Civic groups or associations ☐ Nationality groups
☐ Other (specify) _____

21. What language was used in the informational materials:

- ☒ English ☐ Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☒ No ☐

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes ☒ No ☐

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature¹³)

April 30, 2015

/s/ Carrie Nepo

eSigned

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

For Immediate Release

Foreign Companies Invest in the Netherlands at Record Rate in 2014

70 HQ, Manufacturing, Logistics and Other Projects from North America Fuel Growth

New York, NY (March 9, 2015) –The Netherlands reported record levels of capital investment by foreign companies in 2014, spurred by an attractive business climate. The Netherlands Foreign Investment Agency (NFIA) assisted in the attraction of 187 new foreign investment projects, representing nearly \$3.5 billion in planned investment and the creation of 6,304 new jobs.

The United States and Canada fueled the growth with 70 projects, or 37% of projects worldwide, and nearly \$2.9 billion in capital investment generating 2,533 direct jobs. In North America, 27 headquarters projects set the pace, followed by 11 manufacturing projects and 9 distribution centers. Marketing and sales offices, service and data centers and R&D facilities were also active in business sectors ranging from information technology and life sciences to creative industries and chemicals.

"The Netherlands is clearly a business location of choice for North American companies," said Jan-Emile van Rossum, Executive Director of NFIA North America. "Our technology strengths, innovative mindset, highly educated workforce and world-class transportation and technology infrastructure are attracting investments from some of the biggest names in business."

The U.S. maintains its top spot as the leading single-country investor overall for the Netherlands with 65 projects creating more than 2,300 jobs. Netflix, Stryker, Coravin, DoubleDutch and Medline are among companies that opened European headquarters in the Netherlands last year, while American Eagle, Expedia, Liquavista and Palo Alto Networks expanded operations, and Ball Corporation and PPG Industries invested in manufacturing plants.

Google also decided to build a mammoth new \$661 million data center in Eemshaven in the northern province of Groningen. The single largest investment was from Canadian company Northland Power, which is investing nearly \$1.8 billion in Gemini, an offshore wind park off the northern coast of the Netherlands.

"The Netherlands is red hot right now for North American companies that are looking to expand in Europe," van Rossum said. "The Dutch business climate is very welcoming and that makes it a smart choice for U.S. and Canadian companies to set up and expand operations in the Netherlands."

The NFIA has U.S. offices in Atlanta, Boston, Chicago, New York City and San Francisco. For more information, visit www.nfia.com.

###

About NFIA

The NFIA is an operational unit of the Ministry of Economic Affairs. The NFIA helps and advises foreign companies on the establishment, rolling out and/or expansion of their international activities in the

Netherlands. The NFIA was established more than 35 years ago, and has since supported more than 3,400 companies from nearly 60 countries in the establishment or expansion of their international activities in the Netherlands.

Media Contact:

Daniel Curren

Development Counsellors International

daniel.curren@aboutdci.com

212-725-0707

Subject: RESPONSE REQUESTED: Peru Travel Deal Updates

Hello <first name>.

Happy new year and hope you're well! As you may know, PROMPERU is continuing to highlight Peru travel deals in coordination with the Peru Agent Specialist program. The program website features a number of resources including the latest travel deals, offering an opportunity for you to promote your Peru offering to leading, specialized travel agents.

We are writing to request an update on your current deals for Peru, with validity through the **end of April 2015**. We will request these deals quarterly so you are welcomed to provide deals valid through the end of 2015.

You will find below an Excel template which outlines the details we need in order to showcase your offering on the site.

Peru Agent Specialist Program					
Travel 'DEALS' for publishing at http://www.peruagent.com/					
	Company:	Call-to-Action (website or U.S. 800 line)	Price Offer:	Deal Description (English; up to 20 words)	Expirat ion Date
EXAMPLE:	Sample Airlines Group EXAMPLE	US Sales Representative or 1 800 XXX XXXX	USD 599/ USD 699	From MIA: USD599 From SFO & LAX: USD699. All fares are roundtrip and include taxes and fees. valid for purchase till April 1st 2013 valid for travel from the US starting on April 1st, 2013 and must be completed by June 30th, 2013	April 1st
DEAL ONE:					
DEAL TWO:					
Note: operators eligible to post maximum of TWO deals					

We kindly request this information by **Thursday, Jan. 29th**.

These resources will be available on the Peru Agent Specialist website
(<http://www.peruagent.com/>).

Should you have any questions, please contact Megan McHale with Development
Counsellors International (megan.mchale@aboutdci.com).

We greatly appreciate your support and look forward to our continued collaboration.

Best,
Megan

MEGAN MCHALE

Account Executive, Tourism Practice

DEVELOPMENT COUNSELLORS INTERNATIONAL

215 Park Avenue South, 10th Floor, New York, NY 10003

O 212 444 7135 F 212 213 3827 E megan.mchale@aboutdci.com

www.aboutdci.com

The Leader in Marketing Places

Places Blog | Twitter | Facebook | Tourism Story Ideas

Dear <insert first name here>,

PROMPERÚ, the tourism and exports promotion board of Peru, cordially invites you to attend a Peru breakfast at the Educational Travel Conference. During the event, we hope to share with you information on a new product that will surely be of interest for your constituents and clients.

Decoding Andean Baroque Art and Architecture in the Cuzco Valley

Our keynote speaker for the event is Dr. Tom Cummins, Dumbarton Oaks Professor of the History of Pre-Columbian and Colonial Art at Harvard University. He has been decorated by the Peruvian Government for his distinguished services and most recently collaborated with a team of scholars at the Getty Research Institute to study two illustrated manuscripts from seventeenth-century Peru.

WHEN: Friday, February 20, 2015

TIME: 7:30 - 8:30 AM

7:30 - 7:45 AM Check-In and Networking

7:45 - 8:15 AM Breakfast Reception/Destination Update

8:15 - 8:30 AM Q&A

WHERE: Marriott Copley Plaza I Suffolk Room
110 Huntington Avenue
Boston, MA 02116

This event has limited capacity.
To confirm attendance please RSVP by January 19 via e-mail: promperu@aboutdci.com.

We look forward to having you at our breakfast and seeing you in Boston and will contact you soon to confirm your participation.

Best regards,
Naureen

U.S. Travel Trade Manager, PromPeru
Tel: 212-444-7162
Mobile: 202-834-9070

Dear <insert first name here>,

PROMPERÚ, the tourism and exports promotion board of Peru, cordially invites you to attend a Peru breakfast at the Educational Travel Conference. During the event, we hope to share with you information on a new product that will surely be of interest for your constituents and clients.

Decoding Andean Baroque Art and Architecture in the Cuzco Valley

Our keynote speaker for the event is Dr. Tom Cummins, Dumbarton Oaks Professor of the History of Pre-Columbian and Colonial Art at Harvard University. He has been decorated by the Peruvian Government for his distinguished services and most recently collaborated with a team of scholars at the Getty Research Institute to study two illustrated manuscripts from seventeenth-century Peru.

WHEN: Friday, February 20, 2015

TIME: 7:30 - 8:30 AM

7:30 - 7:45 AM Check-In and Networking
7:45 - 8:15 AM Breakfast Reception/Destination Update
8:15 - 8:30 AM Q&A

WHERE: Marriott Copley Plaza | Suffolk Room
110 Huntington Avenue
Boston, MA 02116

This event has limited capacity.
To confirm attendance please RSVP by January 30 via e-mail: promperu@aboutdci.com.

We look forward to having you at our breakfast and seeing you in Boston and will contact you soon to confirm your participation.

Best regards,
Naureen

U.S. Travel Trade Manager, PromPeru
Tel: 212-444-7162
Mobile: 202-834-9070

Subject: LAST CHANCE TO RSVP: ETC 2015 - PROMPERÚ Breakfast Reception, 2/20

Dear <insert first name here> ,

PROMPERÚ, the tourism and exports promotion board of Peru, cordially invites you to attend a Peru breakfast at the Educational Travel Conference. During the event, we hope to share with you information on a new product that will surely be of interest for your constituents and clients.

Decoding Andean Baroque Art and Architecture in the Cuzco Valley

Our keynote speaker for the event is Dr. Tom Cummins, Dumbarton Oaks Professor of the History of Pre-Columbian and Colonial Art at Harvard University. He has been decorated by the Peruvian Government for his distinguished services and most recently collaborated with a team of scholars at the Getty Research Institute to study two illustrated manuscripts from seventeenth-century Peru.

WHEN: Friday, February 20, 2015

TIME: 7:30 - 8:30 AM

7:30 - 7:45 AM	Check-In and Networking
7:45 - 8:15 AM	Breakfast Reception/Destination Update
8:15 - 8:30 AM	Q&A

WHERE: Marriott Copley Plaza | Suffolk Room
110 Huntington Avenue
Boston, MA 02116

This event has limited capacity.
To confirm attendance please RSVP by Thursday, February 5 via e-mail: promperu@aboutdci.com.

We look forward to having you at our breakfast and seeing you in Boston and will contact you soon to confirm your participation.

Best regards,
Naureen

U.S. Travel Trade Manager, PromPeru
Tel: 212-444-7162
Mobile: 202-834-9070

Dear <insert contact first name> ,

On behalf of PROMPERÚ, the tourism and exports promotion board of Peru, we wanted to send you information regarding Peru Travel Mart.

From May 15 to 17, 2015 PROMPERÚ has the pleasure of hosting the 22nd Annual Peru Travel Mart (PTM). The event will be held at the Sheraton Lima Hotel and Convention Center in Lima, Peru. The 2015 Peru Travel Mart is a tremendous opportunity for PROMPERÚ to share and interact with promoters of tourism from around the world.

The event is a joint effort of the Peruvian government, represented by PROMPERÚ and the private sector, represented by the National Chamber of Tourism (CANATUR), an organization that represents all tourism associations in Peru. PTM unites these groups along with buyers and sellers to provide a unique, joint focus on the destination. Last year's PTM brought together 300 buyers and sellers who held over 3,000 one on one business meetings.

For more information on the Peru Travel Mart please visit: <http://www.perutravelmart.com.pe/en>

We hope to see you in Peru soon!

Best,

Megan on behalf of the PROMPERÚ Team



Dear <TK NAME>,

TravelAge West, the leading travel industry trade publication in the Western U.S., has announced its Editor's Picks for the magazine's 2015 WAVE Awards. We are pleased to share the editorial team has ranked Peru as a destination with the highest client satisfaction in South America.

Now in its tenth year, the TravelAge West's WAVE (Western Agents' Vote of Excellence) Awards gives travel agents in the West the opportunity to recognize outstanding travel suppliers and destinations.

PROMPERÚ is dedicated to serving as a valuable resource to help travel agents secure lucrative sales to the country. The organization hosts a number of educational webinars, launched a Peru Specialist training program, and coordinates FAM trips to allow agents to experience the Peru firsthand.

We would be honored if you could take a moment to vote for PROMPERÚ as the "2015 South American Destination with the Highest Client Satisfaction" and hope to celebrate this honor during the WAVE Awards Gala this June.

Voting ends April 30, the full ballot can be viewed here:

<http://www.travelagewest.com/content/waveawards/Ballot.aspx?ballotid=76>

For more information on travel to Peru, please visit: www.peru.travel/en.

Thank you!

Best,
Naureen Kazi

U.S. Representative for PROMPERÚ
naureen.kazi@aboutdci.com
(212) 444-7162

###

Hello <insert first name>,

My name is Megan McHale and I am contacting you on behalf of PROMPERÚ, the tourism and investment promotion board of Peru. I am reaching out because Elisabeth Hakim, Market Coordinator for the U.S. Market for PROMPERÚ, will be in Austin on Monday, April 27 and would like to meet to share a few tourism developments that might be of interest to your clients or can provide a customized destination presentation for any members of your organization that would benefit from such an activity.

We appreciate 20-30 minutes of your time and are happy to come by your office or arrange to meet somewhere that is more convenient in the city.

I will follow up with you this week to confirm an appointment time. Thank you!

Best wishes,
Megan

U.S. Travel Trade Account Executive, PROMPERÚ
E: megan.mchale@aboutdci.com
T: 212-444-7135

PROMPERÚ Meeting Request: Tuesday, April 28 or Wednesday, April 29

Hello <insert first name> ,

My name is Megan McHale and I am contacting you on behalf of PROMPERÚ, the tourism and investment promotion board of Perú. I am reaching out because Elisabeth Hakim, Market Coordinator for the U.S. Market for PROMPERÚ, will be in Dallas on Tuesday, April 28 and Wednesday, April 29 and would like to meet to share a few tourism developments that might be of interest to your clients or can provide a customized destination presentation for any members of your organization that would benefit from such an activity.

We appreciate 20-30 minutes of your time and are happy to come by your office or arrange to meet somewhere that is more convenient in the city.

I will follow up with you early next week to confirm an appointment time. Thank you!

Best wishes,
Megan

U.S. Travel Trade Account Executive, PROMPERÚ
E: megan.mchale@aboutdci.com
T: 212-444-7135

PROMPERÚ Meeting Request: Tuesday, April 28 or Wednesday, April 29

Hello <insert first name>,

My name is Megan McHale and I am contacting you on behalf of PROMPERÚ, the tourism and investment promotion board of Peru. I am reaching out because Cecilia Berrocal, U.S. Market Specialist for PROMPERÚ, will be in Houston on Tuesday, April 28 and Wednesday, April 29 and would like to meet to share a few tourism developments that might be of interest to your clients or can provide a customized destination presentation for any members of your organization that would benefit from such an activity.

We appreciate 20-30 minutes of your time and are happy to come by your office or arrange to meet somewhere that is more convenient in the city.

I will follow up with you early next week to confirm an appointment time. Thank you!

Best wishes,
Megan

U.S. Travel Trade Account Executive, PROMPERÚ
E: megan.mchale@aboutdci.com
T: 212-444-7135

Subject: RESPONSE REQUESTED: Peru Travel Deal Updates

Hello <first name>,

Hope you're well! As you may know, PROMPERU is continuing to highlight Peru travel deals in coordination with the Peru Agent Specialist program. The program website features a number of resources including the latest travel deals, offering an opportunity for you to promote your Peru offering to leading, specialized travel agents.

We are writing to request an update on your current deals for Peru, with validity through the **end of August 2015**. We will request these deals quarterly so you are welcomed to provide deals valid through the end of 2015.

You will find below an Excel template which outlines the details we need in order to showcase your offering on the site.

Peru Agent Specialist Program					
Travel 'DEALS' for publishing at http://www.peruagent.com/					
	Company:	Call-to-Action (website or U.S. 800 line)	Price Offer:	Deal Description (English; up to 20 words)	Expirat ion Date
EXAMPLE:	Sample Airlines Group EXAMPLE	US Sales Representative or 1 800 XXX XXXX	USD 599/ USD 699	From MIA: USD599 From SFO & LAX: USD699. All fares are roundtrip and include taxes and fees. valid for purchase till April 1st 2013 valid for travel from the US starting on April 1st, 2013 and must be completed by June 30th, 2013	April 1st
DEAL ONE:					
DEAL TWO:					
Note: operators eligible to post maximum of TWO deals					

We kindly request this information by **Friday, April 24th**.

These resources will be available on the Peru Agent Specialist website
(<http://www.peruagent.com/>).

Should you have any questions, please contact Megan McHale with Development
Counsellors International (megan.mchale@aboutdci.com).

We appreciate your support and look forward to our continued collaboration.

Best,
Megan

MEGAN MCHALE

Account Executive, Tourism Practice

DEVELOPMENT COUNSELLORS INTERNATIONAL

215 Park Avenue South, 10th Floor, New York, NY 10003

O 212 444 7135 F 212 213 3827 E megan.mchale@aboutdci.com

www.aboutdci.com

The Leader in Marketing Places

Places Blog | Twitter | Facebook | Tourism Story Ideas

PROMPERÚ Meeting Request: Monday, April 27

Hello <insert first name>,

My name is Megan McHale and I am contacting you on behalf of PROMPERÚ, the tourism and investment promotion board of Peru. I am reaching out because Cecilia Berrocal, U.S. Market Specialist for PROMPERÚ, will be in San Antonio on Monday, April 27 and would like to meet to share a few tourism developments that might be of interest to your clients or can provide a customized destination presentation for any members of your organization that would benefit from such an activity.

We appreciate 20-30 minutes of your time and are happy to come by your office or arrange to meet somewhere that is more convenient in the city.

I will follow up with you early next week to confirm an appointment time. Thank you!

Best wishes,
Megan

U.S. Travel Trade Account Executive, PROMPERÚ
E: megan.mchale@aboutdci.com
T: 212-444-7135

Dear <Insert first name here>,

PROMPERÚ, the tourism and exports promotion board of Peru looks forward to seeing you tomorrow for breakfast.

WHEN: Friday, February 20, 2015

TIME: 7:30 - 8:30 AM

7:30 - 7:45 AM Check-In and Networking

7:45 - 8:15 AM Breakfast Reception/Destination Update

8:15 - 8:30 AM Q&A

WHERE: Marriott Copley Plaza | Suffolk Room

110 Huntington Avenue
Boston, MA 02116

Please contact Naureen Kazi, PROMPERÚ U.S. Travel Trade Manager, with any questions at 202-834-9070.

We look forward to having you at our breakfast and seeing you in Boston.

Best,
Naureen

U.S. Travel Trade Manager, PROMPERÚ

Tel: 212-444-7162

Mobile: 202-834-9070



Turismo Chile Newsletter – January/February 2015

Visitor arrivals to Chile are on the rise, with 16 percent growth from the U.S. market in December, year-on-year, as North American travelers escape the cold with a South American summer.

Chile has been recognized as a top travel destination for 2015 by such prestigious publications as The New York Times and Travel+Leisure – and with luxurious new hotels and exhilarating excursions debuting across the country, it's easy to see why!

Read on to learn more about the latest news from this world-class destination.

CHILE RANKED AS A TOP TRAVEL DESTINATION FOR 2015

Chile has appeared in travel rankings released this month by several of the most prestigious travel publications in the U.S. Highlights include:

- Chile's Elqui Valley was listed as number 5 of the **New York Times'** "52 Places to Go In 2015" list, which highlighting stargazing experiences in the Atacama Desert.
- **TripAdvisor** listed Santiago second in South America in the 2015 Travelers' Choice awards for Destinations on the Rise.
- **Rough Guides** featured Chile as number 6 on its People's Choice ranking of the top 10 countries to visit this year.
- Chilean Patagonia appeared on the Fodor's Go List 2015, published by **Fodor's** to highlight the 25 places in the world to visit in the coming year.
- **Travel+Leisure** recognized Chile among the Best Places to Travel in 2015.

VIÑA VIK DEBUTS IN MILLAHUE VALLEY

Vik Retreats has just debuted Viña Vik, the stunning retreat and wine-spa at VIK vineyard in Chile's Millahue Valley. Viña Vik enhances Vik Retreats' unparalleled portfolio of extraordinary properties, offering guests immersion into Chilean culture and nature as well as vineyard life. Viña Vik features 22 remarkable suites, each marked by pioneering design, floor to ceiling glass windows with expansive views across the vineyard, and an extensive collection of artwork by Chilean and international artists.

Visitors can indulge in an unparalleled wine and culinary experience, inclusive of private tastings led by VIK wine experts, guided tours through the winery at VIK, and horseback excursions through the vineyard. Guests are also invited to revel in Viña Vik's wine spa, with offerings inspired by the land and incorporating VIK grapes into one-of-a-kind massage, facial and body-scrub treatments.

TIERRA HOTEL INTRODUCES NEW TIERRA CHILOE

Tierra Hotels introduced the new Tierra Chiloé in September 2014. Tierra Chiloé offers guests a variety of adventurous excursions including trekking, horseback riding, and kayaking. Exploring Chiloé's culture is also a big part of the hotel's offerings; guests can explore the local markets, meet with the islanders, and visit the UNESCO World Heritage churches.

VIRA VIRA HACIENDA HOTEL DEBUTS IN LAKE DISTRICT

The Vira Vira Hacienda Hotel is a new luxury lodge in Chile's stunning Lake District region, opened November 2014. Located about 10 minutes from the picturesque mountain village Pucón, the Vira Vira is the first all-inclusive deluxe lodge in the region, whose focal point is adventure travel, fly-fishing, culinary travel and wellness. The lodge also operates as a small-scale farm and dairy that provides guests with a connection to pastoral life as well as fresh, farm-to-table cuisine.

SINGULAR SANTIAGO OPENS DOORS

Located in the artistic Lastarria neighborhood of Chile's capital, Singular Santiago opened doors in December 2014. The property combines the style of early 20th century buildings with neoclassical French architectural influences, resulting in a striking new addition to the Santiago cityscape. The hotel also features a gorgeous rooftop bar/restaurant and pool, open to the public and available for private events. Check out images of the new property here: Singular Santiago Images



HILTON DEBUTS IN IQUIQUE IN MARCH 2015

Hilton Garden Inn Iquique will debut in northern Chile in March 2015 with 136 rooms. Hilton Worldwide recently announced plans to open nearly 40 hotels and resorts in Latin America by the end of 2016, increasing its portfolio by approximately 60 percent.

In Iquique, visitors will find summer by the sea all year round in one of Chile's premier beach resorts. Whether you would prefer to enjoy glitzy casinos, a variety of beach activities, or inexhaustible shopping opportunities in Iquique's bustling duty-free shopping zone, there are a number of options available for every type of traveler.

NEW EXCURSIONS AT TIERRA ATACAMA AND TIERRA PATAGONIA HOTELS

Tierra Atacama and Tierra Patagonia have expanded their adventure excursion selections for guests to enjoy. At Tierra Atacama, visit the secluded lagoons of Aguas Calientes and astounding salt flats of Tujayto at an altitude of about 13,000 feet, or experience the magic of the Altiplano under a full moon with a moonlight excursion. Tierra Atacama also provides a list of "Insider tips" for guests to explore the local town of San Pedro.

At Tierra Patagonia, prepare for adventure with a glacier walk, traveling through frozen caverns and peeking into bottomless crevasses with expert guides from Bigfoot Patagonia. Or spend a day following in the footsteps of the indigenous waterborne nomads and kayak among the ice floes on Grey Lake.

ACCOMMODATION SPOTLIGHT: UMAN LODGE

The exclusive Uman Lodge, located on more than 1,200 acres of land in Patagonia, welcomes adventurers and leisure travelers alike. Guests have access to an exclusive Patagonian restaurant, wine cellar, private spa and wellness centers, and a bevy of recreational activities including hiking trails, fly fishing, rafting, and mountain climbing.

FESTIVAL TAPATI RAPA NUI 2015

The Tapati Rapa Nui was created in 1968 with the aim of promoting the Rapa Nui culture and creating a sense of belonging that is transferred from generation to generation. The 2015 festival will take place from January 30 to February 14.

During the festival, participants are divided into teams or clans and each is represented by their queen. The members of each team compete in a variety of physical and artistic activities. The team that wins most competitions will be the winner and their queen will become the queen of Easter Island for one year. To top off this great celebration is a big parade and the crowning of the queen.

If you are thinking about being part of this unique experience, it is important that you stay in a place that is part of the Rapa Nui habitat. Hangaroa Eco Village & Spa is an ideal choice, with architecture based on the ancient village of Orongo. It also has 75 deluxe rooms with ocean views, two restaurants, a spa and a pool.

TIERRA HOTELS JOINS NATIONAL GEOGRAPHIC SOCIETY UNIQUE LODGES OF THE WORLD

Tierra Hotels is a founding member of National Geographic Society's newest foray in world-class travel experiences: National Geographic Unique Lodges of the World, a collection of boutique hotels in extraordinary places around the world with a demonstrated commitment to sustainability, authenticity and excellence. Tierra Hotels is a family of all-inclusive boutique lodges set in remote destinations in Chile. Inspired by nature and the outdoors, each hotel offers guests an experience that combines adventure, personalized service and relaxation.

Selected through a rigorous evaluation process, each lodge offers an outstanding guest experience while supporting the protection of cultural and natural heritage and embracing sustainable tourism practices. The initial collection - numbering 24 properties on six continents - further builds National Geographic's travel portfolio, which includes National Geographic Expeditions, Traveler magazine, travel books, photography courses and the @NatGeoTravel digital and photography community.

SKI PORTILLO FREEZES PRICES FOR 2015

One of South America's most renowned ski resorts, the iconic Ski Portillo, Chile, has announced a freeze on prices. All Ski Week prices for the 2015 ski season, from June 20

through Oct. 3, 2015, will remain the same as 2014 rates. Prices begin at US \$2,100 for a ski week at Hotel Portillo or US \$1,390 at the Octagon Lodge, located steps from Hotel Portillo; or US \$990 at the hostel-style Inca Lodge.

SANTIAGO'S CULINARY OFFERINGS EXPAND

Santiago's culinary offerings continue to expand with the debut of El Barrio and Brasserie Petanque in mid-2014.

- **El Barrio:** A charming corner house, El Barrio is the new meeting place for those who want to enjoy a gourmet, simple and well-presented gastronomic offer. With an emphasis on fish, pasta and original small plates, renowned chef Chris Carpentier and his wife give life to this restaurant, offering rich cuisine, excellent service and reasonable prices. Don't miss the crispy polenta pork, gnocchi al pesto with smoked salmon and, if you are lucky to find it as the dish of the day, fricassee! Open for lunch and dinner. *Alonso de Cordova 4263, Vitacura.*
- **Brasserie Petanque:** A new concept of traditional French cuisine has reached the capital; Brasserie Petanque combines simple but iconic dishes with good value for your money, in a cozy and elegant atmosphere with classic French decor. On the menu, visitors will find traditional dishes like boeuf bourguignon, steak tartare or parisienne ossobuco with white wine and mushrooms. The finishing touch come from classic French desserts such as crème brûlée in different varieties (vanilla, orange and pistachio), or the tarte Tatin. Open Tuesday through Sunday, for lunch and dinner. *Constitution 187, Barrio Bellavista, Providencia.*

BECOME A CHILE SPECIALIST!

The new Chile Specialist course has launched on Travel Agent Academy, providing agents with information and resources to sell this world-class destination. Explore Turismo Chile's diverse member services for specialized tours, lodging in major cities and remote nature reserves, and more. The course focuses on multi-city regional stays that are already in the marketplace from leading North American tour operators.

Learn more and enroll at www.chile-specialist.com.

CHILE IN THE SPOTLIGHT AT NEW YORK TIMES TRAVEL SHOW

AFAR's Bryan Kinkade introduced Chile's distinctive travel experiences to guests at the New York Times Travel Show on January 23 in New York City. The presentation was part of the Focus on Latin America panel, which focused on unique travel options and trends for travelers to Latin America.

On January 25, Wines of Chile also presented on the best places to go in Chile to experience local cuisine and wine experiences. Learn more and plan your Chile wine getaway at <http://bit.ly/1wtjZDX>.

For more information on Chile's diverse tourism experiences, please visit www.chile.travel.

###

FOR IMMEDIATE RELEASE

NEW SWEEPSTAKES OFFERS FLAMINGO FANS THE CHANCE TO WIN A TRIP TO CHILE'S ATACAMA DESERT

NEW YORK (January 20, 2015) – Whether migrating in the wild, posing in zoos or rendered in plastic and planted in a front yard, everyone loves flamingos.

Sharing that flamingo fondness on social media channels is going to win someone a trip to meet the flamingos of Chile on their home turf, the Atacama Desert.

One lucky winner and a guest will spend 4 days/3 nights at one of Chile's leading hotel properties, an ideal jumping off point for exploring mountains, geysers and Cejar Lagoon, a sanctuary for flamingos, courtesy of Turismo Chile.

Entering is easy – potential winners simply upload a photo of a flamingo on Twitter, Instagram or Facebook. Use the hashtag #MyChileanFlamingo, and they're automatically entered to win.

The photographed flamingo could be real, plastic, human or made of snow, as long as it vaguely resembles a flamingo!

Consumers can also enter the sweepstakes by visiting www.mychileanflamingo.com.

The Grand Prize includes roundtrip flights on LAN Airlines, transfers, accommodations and all meals. Second prize is a \$500 credit from online outdoor retailer The Clymb.

The sweepstakes begins January 12 at 5:00 p.m. EST and runs until 11:59 p.m. EST, February 12, 2015.

The sweepstakes sponsors are Turismo Chile, LAN Airlines and The Clymb.

About Turismo Chile.

Turismo Chile is a private non-profit entity whose mission is to promote Chilean travel industry internationally. The institution combines public and private efforts to finance promotion of the destination around the world. For more information, visit chile.travel/en.

###

Media Contact:

Kimberly Miller

Turismo Chile, Publicist

Tel: 940-594-2606

Email: kimberly.miller@aboutdci.com



TURISMO CHILE LAUNCHES TRAVEL AGENT SPECIALIST PROGRAM

SANTIAGO (February 5, 2015) – Turismo Chile is pleased to announce the launch of the Chile Travel Agent Specialist course. In partnership with travAlliancemedi, the Chile Specialist course will provide participating agents with a comprehensive understanding of the country's diverse travel experiences and a download ready Chile Marketing Kit including images, maps, videos and regional brochures to share with clients. The Chile Specialist program homepage will be regularly updated with news, package deals, videos, and study guides.

Chile is top of mind for travelers in 2015 and beyond with the country ranking on top destination lists in major publications including *Fodor's*, *New York Times*, *Rough Guides*, *Travel+Leisure*, and *TripAdvisor*.

A deep understanding of Chile's diverse travel regions, from the driest desert in the world to fruitful vineyards, vibrant cities, pristine beaches, and snowcapped mountains, is key for agents to inspire clients and sell travel to the country.

To learn more about the course and register, visit: www.chile-specialist.com

Visit www.chiletourism.travel to learn more about Chile's travel offerings.

###

Contact Information:

Daniel Guerrero

North America Travel Trade Manager, DCI

Tel: 323-648-6629

E-mail: daniel.guerrero@aboutdci.com

Kimberly Miller

North America Public Relations Manager, DCI

Tel: 940-594-2606

E-mail: kimberly.miller@aboutdci.com

FOR IMMEDIATE RELEASE

**CHILE NAMED BEST INTERNATIONAL ADVENTURE HUB
IN OUTSIDE BEST OF TRAVEL 2015**

SANTIAGO (March 11, 2015) – OUTSIDE, America's leading active lifestyle brand, has selected Chile as an honoree of its annual Best of Travel awards. From newly-revealed travel territories to the best deals, OUTSIDE's Best of Travel 2015 celebrates the destinations and travel providers that inspire people to participate in an active lifestyle. Chile has been honored as the Best International Adventure Hub.

This year, OUTSIDE's adventure travel veterans scoured the globe to identify the coolest mountains to climb, food to eat, rivers to float, guides to hire, beaches to lounge on, and lodges to luxuriate in. The result is 40 breathtaking options—from the guides to show you around, to the cameras to capture it all, to the places to stay, to the best place to grab a snack at a food truck along the way.

"Chile is the adventure capital of South America," said Juan Lopez, North America market manager for Turismo Chile. "From the world's longest trekking trail to the exhilarating ski slopes of the Andes, from diving at Easter Island to bird watching in the native forests of Chiloé, thrill seekers will be enchanted by Chile's outdoor/adventure offerings."

"OUTSIDE has been covering the adventure-travel beat for nearly four decades," said Editor Chris Keyes. "We know this terrain, and now we've narrowed your choices of hotels, destinations, outfitters, and travel gear from approximately 10.6 million to 40. The final choice is still on you, but now the task is at least manageable."

The complete list of Best of Travel winners will be featured in the April issue of OUTSIDE, available March 17, and online at www.outsideonline.com/bestoftravel. Continue the conversation with #OutsideTravel2015.

About Turismo Chile

Turismo Chile is a private non-profit entity whose mission is to promote Chilean travel industry internationally. The institution combines public and private efforts to finance promotion of the destination around the world. For more information about Chile, visit chile.travel.

About OUTSIDE

OUTSIDE is America's leading active lifestyle brand. Since 1977, OUTSIDE has covered travel, sports, adventure, health, and fitness, as well as the personalities, the environment, and the style and culture of the world Outside. The OUTSIDE family includes OUTSIDE magazine, the only magazine to win three consecutive National Magazine Awards for General Excellence, The Outside Buyer's Guides, Outside Online, Outside Television, Outside Events, [Outside+ tablet edition](#), Outside Books, and now Outside GO, a revolutionary, 21st-century adventure-travel company. Visit us [online](#) and on [Facebook](#), and follow us on [Twitter](#).

###

Media Contacts:

Kimberly Miller, Turismo Chile
Tel: 940-594-2606
Email: kimberly.miller@aboutdcl.com

Maya Meredith, Outside
Tel: 212-255-0945
Email: maya@rosengrouppr.com

FOR IMMEDIATE RELEASE

CHILE DEBUTS TOURISM PROMOTION IN NEW YORK CITY

NEW YORK (October 23, 2014) – From October 24 to 27, Turismo Chile will be inviting New Yorkers to #TakeaBreakinChile! Chile will be hosting an interactive tourism promotion at Grand Central Terminal from Friday, Oct. 24 to Monday, Oct. 27. The activation will feature a giant cube where visitors can step inside to take a break from their daily routines, to experience Chile's world-class tourism experiences from New York City.

"This activation aims to encourage Americans to travel to Chile by showcasing our world-class tourism experiences," said Tourism Undersecretary Javiera Montés. "The U.S. market is the fifth largest source of tourists to Chile, with more than 175,000 visitors in 2013, an average stay of 15.4 nights and total spending of more than \$207 million."

The four days of #TakeaBreakinChile will feature various activities for visitors. In addition to living an unforgettable experience in the giant cube, visitors can participate in a giveaway with the opportunity to win a trip for two to Chile, visiting Santiago and San Pedro de Atacama for 7 days. Through October 30, participants can share photos of themselves with the cube on Instagram, Twitter, and Facebook with the hashtag #TakeaBreakinChile. The winner will be chosen from those who have generated the most buzz on their social networks.

"We are thrilled to bring the best of Chile to New York, with a promotional launch that will generate impact not only among those who experience the cube at Grand Central Terminal, but also through social networks, through a trip giveaway opportunity," said Andrea Wolleter, general manager of Turismo Chile, the organization managing tourism promotion of Chile internationally.

#TakeaBreakinChile

Where?

Vanderbilt Hall, Grand Central Terminal, New York

When?

Friday, October 24, 2014 – 7:00 PM – 8:30 PM

Saturday, October 25, 2014 – 10:00 AM – 7:00 PM

Sunday, October 26, 2014 – 10:00 AM – 7:00 PM

Monday, October 27, 2014 – 9:00 AM – 2:00 PM

For more information, check out www.takeabreakinchile.com, or follow the conversation at #TakeaBreakinChile!

#

Media Contact:

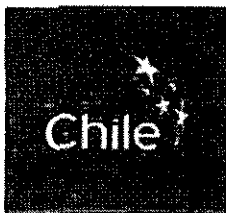
Kimberly Miller

Turismo Chile, Publicist

Tel: 212-444-7128

Email: kimberly.miller@aboutdci.com

www.chile.travel



Turismo Chile Newsletter – November/December 2014

Temperatures are dropping in North America, but Chile is heating up! Check out the adventure capital of South America this season, with the debut of new tourism experiences from Santiago to Patagonia and beyond.

Read on to learn more about the latest news from this world-class destination.

CHILE TO HOST THE 2015 ADVENTURE TRAVEL WORLD SUMMIT

Chile has won the bid to host the Adventure Travel World Summit (ATWS) in 2015. The adventure tourism industry's foremost annual gathering will take place from October 5 to 8 in the town of Puerto Varas, in the Lakes Region of Chile. The Adventure Travel Trade Association (ATTA; www.adventuretravel.biz) announced the location at the start of TravelMart Latin America. A long-time member and partner of the ATTA, Chile is committed to adventure travel as a path toward sustainable tourism in the country.

BOUTIQUE ACCOMMODATIONS OPEN DOORS IN SANTIAGO

Boutique properties are opening doors in Santiago, offering travelers a unique immersion into the capital's most buzz-worthy neighborhoods. Hotel Boutique Castillo Rojo is operating in the Bellavista neighborhood, one of the city's most attractive gastronomic areas. Altiplanico Bellas Artes by Altiplanico Hotels, located in a heritage home dating back to 1909, will make its debut in mid-2015. In addition, The Singular, opened in October, and Cumbres, projected to open doors in early 2015, are new additions to Lastarria neighborhood, located near restaurants, designer shops, and the Museums of Fine Arts and Contemporary Art. Chilean hospitality will register significant growth during the next two years, with the investment of USD 800 million towards the construction of 40 three-, four-, and five-star hotels.

CHILEAN WINE GETAWAYS EXPAND WITH VIÑA VIK

No trip to Chile is complete without sampling the region's world-class wines. Viña Vik at VIK Winery in Millahue debuted in October 2014, offering 360-degree vineyard views, a 22-room retreat and wine spa experience. As one of the world's largest wine producers, Chile boasts more than 120 vineyards for visitors to enjoy, alongside distinctive cuisine and spirits that reflect the geographical diversity and rich heritage of the country.

PATAGONIA PARK OPENS TO THE PUBLIC

Almost 500 years have passed since Patagonia was discovered, but the words that we use to describe it are the same as those invoked by the first explorers and naturalists: exotic, remote, vast, infinitely beautiful, wild and untamable. With the opening of Patagonia Park, there's never been a better time to discover it for yourself!

A project began in 2004, Patagonia Park opened to the public as a private park in progress in October 2014, with a grand opening slated for 2015. The establishment of Patagonia

National Park will take place a few years after this time. The conservation plan aims to expand to 650,000 acres, joining with two national reserves. Activities include hiking, overnight backpacking, scenic drives, boating, and fly fishing, with sample itineraries available here: [Sample Itineraries](#). Visitors can make the [Lodge at Valle Chacabuco](#) or [campgrounds](#) their basecamp while exploring diverse landscapes and observing rebounding wildlife populations.

TURISMO CHILE PARTICIPATES IN USTOA ANNUAL CONFERENCE

From December 5 to 8, Turismo Chile will be at the [USTOA Annual Conference & Marketplace](#) in Boca Raton, Florida. Turismo Chile is excited to continue relationships with top U.S. travel operators and develop expansion opportunities with niche operators, as well as companies who currently sell Latin America or South America, but not yet Chile!

PROMOTION SHOWCASES CHILE TOURISM AT GRAND CENTRAL TERMINAL

From October 24 to 27, Turismo Chile invited New Yorkers to #TakeaBreakinChile! Chile hosted an [interactive tourism promotion](#) at Grand Central Terminal, featuring a giant cube where visitors could step inside to take a break from their daily routines, to experience Chile's world-class tourism experiences from New York City. Visitors shared selfies with the hashtag #TakeaBreakinChile, and one lucky winner was selected for a trip to two to Chile.

CHILE WEEK 2014 HITS LEADING NORTH AMERICAN MARKETS

Turismo Chile launched Chile Week 2014 in late October, connecting with leading travel agents, tour operators, and travel journalists throughout four key markets in the U.S. and Canada. The roadshow featured a series of networking and training events in Vancouver, Toronto, Chicago and New York City. Chile Week reached more than 250 industry and media influencers throughout the North American market.

TURISMO CHILE SPONSORS COLUMBIA ATHLETICS FOR 2014-15

[Columbia University Athletics](#) has reached an agreement with Turismo Chile for the organization to proudly join Columbia's lineup of corporate sponsors for 2014-15. The sponsorship involves signage, advertising, website and social media visibility, on-site marketing at high profile athletics contests and visibility at a number of Columbia Alumni Association functions. Chile travel also served as the presenting sponsor of Columbia's Homecoming Football Game versus Dartmouth on October 25.

Chile's capital city, Santiago, is home to one of Columbia University's Global Centers and this sponsorship will offer the Columbia community the opportunity to learn about discovering some of the world's greatest treasures, such as Patagonia in southern Chile, the Atacama Desert in the north, or mystical islands such as Easter Island in the Pacific Ocean.

DESTINATION HIGHLIGHT: CHILOÉ

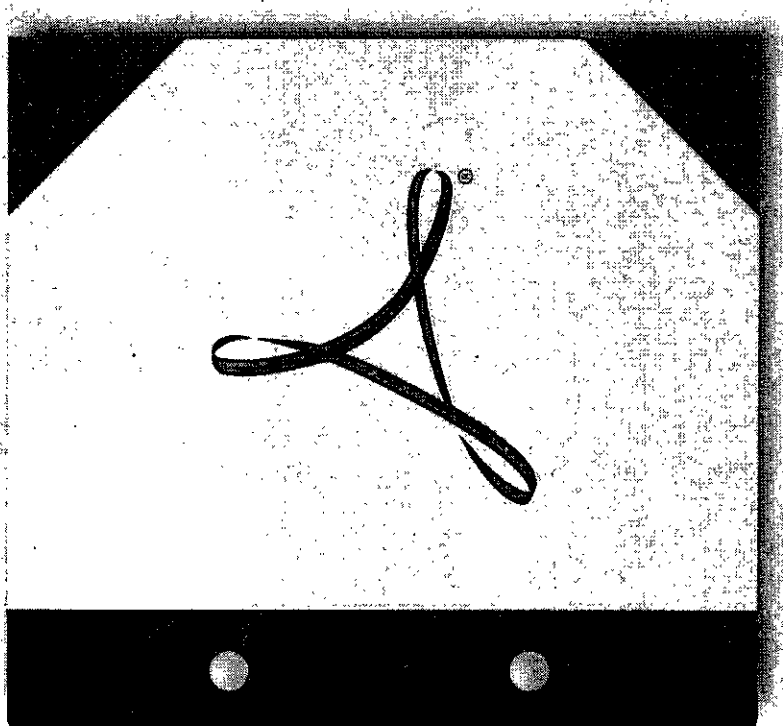
The archipelago of [Chiloé](#) is composed of more than 30 islands, each of which offers visitors views of rolling hills and villages filled with brightly colored wooden houses. The colorful houses on stilts, or palafitos, have become one of the classic images of Chiloé, as have its 18th and 19th century wooden churches, 16 of which are UNESCO World Heritage Sites.

[Ancud](#), [Castro](#) and [Quellón](#) are the most important cities of the area, as well as the up and coming Rilan Peninsula, north of Castro. These are just a few starting points from which to explore the beautiful landscape and discover the delicious cuisine of the area, with all its mythology and local festivals.

Though the cultural aspects of Chiloé definitely seem to take center stage, the area's natural bounty is impossible to miss. The sea and forest converge in a wild and solitary landscape on Isla Grande de Chiloé, which is home to a national park located in the western part of the island and Tantauco Park to the south. Visitors can spot Chilote foxes, hundreds of bird species and humpback whales on their way to Patagonia. Tantauco Park also boasts an impressive network of hiking trails that wind through larch, myrtle and cypress trees.

For more information on Chile's diverse tourism experiences, please visit <http://chile.travel/en/>.

###



**For the best experience, open this PDF portfolio in
Acrobat X or Adobe Reader X, or later.**

Get Adobe Reader Now!

From: Kimberly Miller
To: Kimberly Miller
Subject: Invitation: Trafalgar & Turismo Chile Webinar - Register Now
Date: Thursday, April 16, 2015 9:19:26 AM

undefined



Dear firstname goes here,

Turismo Chile is partnering with Trafalgar, a leader in innovating guided vacations worldwide for over 70 years to bring you the latest developments on Trafalgar's programs to Chile and South America on this brief, 45-minute webinar.

Chile is one of the most exciting and fastest growing destinations for travelers heading to South America and on this webinar we will uncover the fascinating top 10 reasons why Chile should be your clients' destination of choice in 2015!

Register now and learn on the webinar how you can save up to \$1,240 per couple on Chile in 2015 with Trafalgar.

[Register Now](#)



FREE 60-MINUTE WEBINAR ON CHILE
"The Insider Experience - Chile with Trafalgar"
Thursday, December 11, 2014

11:00 AM Pacific, 12:00 PM Mountain, 01:00 PM Central
02:00 PM Eastern, 03:00 PM Atlantic (Maritime Canada)

Registration Web Link: <https://attendee.gotowebinar.com/register/300000000009380780>

Featured Presenters:

Lauren Smith, VP of Marketing, Trafalgar: Trafalgar has innovated guided vacations for almost 70 years. A pioneer of real 'Insider Experiences' to take clients deep into local culture, Trafalgar offers better choice than any competitor, features best-in-class Travel Directors, Operations and Quality Control teams - and gives you plenty of tools to close sales!

Daniel Guerrero, Turismo Chile Representative, North America: Daniel has a deep passion for South America. Having marketed Chile and South America with a leading tour operator in a previous role, Daniel has been appointed Turismo Chile's Travel Trade Representative in North America where he leads the marketing efforts to promote this

exceptional destination.

If you no longer wish to receive these emails, or you wish to update your profile, please click here.

From: Kimberly Miller
To: Kimberly Miller
Subject: Preview the "Wonders of Chile," a webinar featuring Adventure Life on November 13th
Date: Thursday, April 16, 2015 9:20:22 AM

Dear firstname goes here,

Chile is one of the most exciting and fastest growing destinations for travelers heading to South America. It offers an unprecedented variety of geography, from the world's driest Atacama Desert to the stunning peaks of Patagonia. In addition, Chile offers stunning cultural attractions, renowned wineries and unparalleled access to adventure experiences. From top to bottom, this 2,640-mile-long country needs to be seen to be believed.

Learn all about Chile in this comprehensive webinar from Tourism Chile and ADVENTURE LIFE, our partner who will be on hand to discuss their tours and packages to this extraordinary destination!

Register Now

FREE 60-MINUTE WEBINAR ON CHILE
"Wonders of Chile with Adventure Life"
Thursday, November 13, 2014

11:00 AM Pacific, 12:00 PM Mountain, 01:00 PM Central
02:00 PM Eastern, 03:00 PM Atlantic (Maritime Canada)

Registration Web Link: <https://www4.gotomeeting.com/register/960540367>

Featured Speakers:

Daniel Guerrero, Turismo Chile Representative, North America. Daniel has a deep passion for South America. Having marketed Chile and South America with a leading tour operator in a previous role, Daniel has been appointed Turismo Chile's Travel Trade Representative in North America where he leads the marketing efforts to promote this exceptional destination.

Kassandra Miller, Adventure Life: For nearly fifteen years Adventure Life has been creating personal itineraries that immerse travelers in the vibrant colors of a place, leaving both their guests and hosts enriched by the experience. From their beginnings as a Latin America specialist, Adventure Life now offers private journeys, small group tours, and expedition voyages throughout the world.

Thank you,

Daniel

Daniel Guerrero

Turismo Chile Representative, North America

Tel: 323-648-6629

E-mail: daniel.guerrero@aboutdci.com

If you no longer wish to receive these emails, or you wish to update your profile, please click here.

From: Kimberly Miller
To: Kimberly Miller
Subject: Register Now for the "The Insider Experience - Chile with Trafalgar" Webinar Presented by Turismo Ch
Date: Thursday, April 16, 2015 9:19:59 AM

undefined



Dear firstname goes here,

Chile is one of the most exciting and fastest growing destinations for travelers heading to South America. It offers an unprecedented variety of geography, from the world's driest Atacama Desert to the stunning peaks of Patagonia. In addition, Chile offers stunning cultural attractions, renowned wineries and unparalleled access to adventure experiences. From top to bottom, this 2,640-mile-long country needs to be seen to be believed.

Learn all about Chile in this comprehensive webinar from Tourism Chile and Trafalgar Tours, our partner who will be on hand to discuss their tours and packages to this extraordinary destination!

Register Now



FREE 60-MINUTE WEBINAR ON CHILE
"The Insider Experience - Chile with Trafalgar"
Thursday, December 11, 2014

11:00 AM Pacific, 12:00 PM Mountain, 01:00 PM Central
02:00 PM Eastern, 03:00 PM Atlantic (Maritime Canada)

Registration Web Link: <https://attendee.gotowebinar.com/register/300000000009380780>

Featured Speakers:

Daniel Guerrero, Turismo Chile Representative, North America. Daniel has a deep passion for South America. Having marketed Chile and South America with a leading tour operator in a previous role, Daniel has been appointed Turismo Chile's Travel Trade Representative in North America where he leads the marketing efforts to promote this exceptional destination.

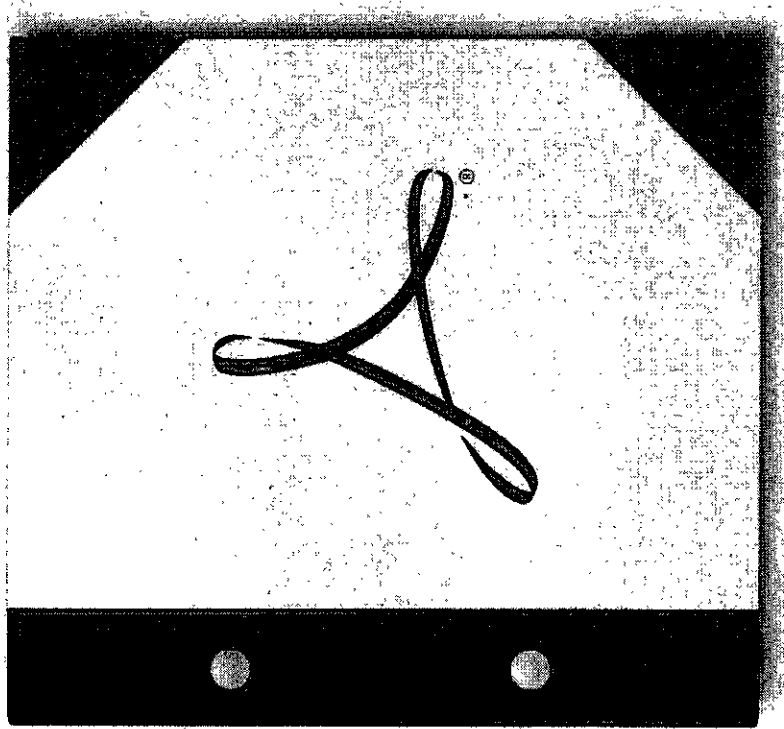
Todd Ney, Trafalgar Tours. Trafalgar has been innovating guided vacations for almost 70 years. It has pioneered Insider Experiences to take clients deep into local culture. Trafalgar offers better choice than any competitor, feature best-in-class Travel Directors, Operations and Quality Control teams, and give you tools to close sales.

Trafalgar stands for real experiences, real choices, and real earnings. Learn about

exclusive, limited-time savings to Chile by booking by January 29. You can save up to \$1270 per couple with Trafalgar's 7.5% Early Payment Discount.

Thank you,
Daniel

If you no longer wish to receive these emails, or you wish to update your profile, please click here.



**For the best experience, open this PDF portfolio in
Acrobat X or Adobe Reader X, or later.**

Get Adobe Reader Now!

From: Kimberly Miller
To: Kimberly Miller
Subject: Reminder: Register Today for the "The Insider Experience" Webinar Presented by Turismo Chile & Trafalgar
Date: Thursday, April 16, 2015 9:18:53 AM

undefined



*Please disregard this reminder if you have already registered!

Dear firstname goes here,

Turismo Chile is partnering with Trafalgar, a leader in innovating guided vacations worldwide for over 70 years to bring you the latest developments on Trafalgar's programs to Chile and South America on this brief, 45-minute webinar.

Chile is one of the most exciting and fastest growing destinations for travelers heading to South America and on this webinar we will uncover the fascinating top 10 reasons why Chile should be your clients' destination of choice in 2015!

Register now and learn on the webinar how you can save up to \$1,240 per couple on Chile in 2015 with Trafalgar.

[Register Now](#)



FREE 60-MINUTE WEBINAR ON CHILE
"The Insider Experience - Chile with Trafalgar"
Thursday, December 11, 2014

11:00 AM Pacific, 12:00 PM Mountain, 01:00 PM Central
02:00 PM Eastern, 03:00 PM Atlantic (Maritime Canada)

Registration Web Link: <https://attendee.gotowebinar.com/register/300000000009380780>

Featured Presenters:

Lauren Smith, VP of Marketing, Trafalgar: Trafalgar has innovated guided vacations for almost 70 years. A pioneer of real 'Insider Experiences' to take clients deep into local culture, Trafalgar offers better choice than any competitor, features best-in-class Travel Directors, Operations and Quality Control teams - and gives you plenty of tools to close sales!

Daniel Guerrero, Turismo Chile Representative, North America: Daniel has a deep passion for South America. Having marketed Chile and South America with a leading tour

operator in a previous role, Daniel has been appointed Turismo Chile's Travel Trade Representative in North America where he leads the marketing efforts to promote this exceptional destination.

If you no longer wish to receive these emails, or you wish to update your profile, please click here.

From: Kimberly Miller
To: Kimberly Miller
Subject: Reminder: Register Today for the "Wonders of Chile" Webinar by Turismo Chile & Adventure Life
Date: Thursday, April 16, 2015 9:20:44 AM

Dear firstname goes here,

Chile is one of the most exciting and fastest growing destinations for travelers heading to South America. It offers an unprecedented variety of geography, from the world's driest Atacama Desert to the stunning peaks of Patagonia. In addition, Chile offers stunning cultural attractions, renowned wineries and unparalleled access to adventure experiences. From top to bottom, this 2,640-mile-long country needs to be seen to be believed.

Learn all about Chile in this comprehensive webinar from Tourism Chile and ADVENTURE LIFE, our partner who will be on hand to discuss their tours and packages to this extraordinary destination!

Register Now
FREE 60-MINUTE WEBINAR ON CHILE
"Wonders of Chile with Adventure Life"
Thursday, November 13, 2014

11:00 AM Pacific, 12:00 PM Mountain, 01:00 PM Central
02:00 PM Eastern, 03:00 PM Atlantic (Maritime Canada)

Registration Web Link: <https://www4.gotomeeting.com/register/960540367>

Featured Speakers:

Daniel Guerrero, Turismo Chile Representative, North America. Daniel has a deep passion for South America. Having marketed Chile and South America with a leading tour operator in a previous role, Daniel has been appointed Turismo Chile's Travel Trade Representative in North America where he leads the marketing efforts to promote this exceptional destination.

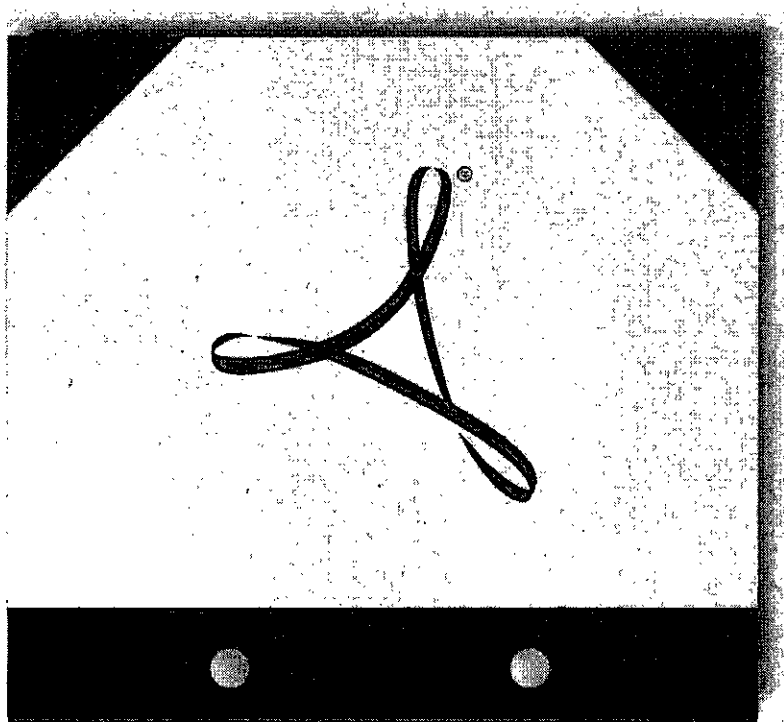
Kassandra Miller, Adventure Life: For nearly fifteen years Adventure Life has been creating personal itineraries that immerse travelers in the vibrant colors of a place, leaving both their guests and hosts enriched by the experience. From their beginnings as a Latin America specialist, Adventure Life now offers private journeys, small group tours, and expedition voyages throughout the world.

Thank you,
Daniel

Daniel Guerrero
Turismo Chile Representative, North America
Tel: 323-648-6629

E-mail: daniel.guerrero@aboutdci.com

If you no longer wish to receive these emails, or you wish to update your profile, please click here.



**For the best experience, open this PDF portfolio in
Acrobat X or Adobe Reader X, or later.**

Get Adobe Reader Now!

From: Kimberly Miller
To: Kimberly Miller
Subject: You're invited to preview the "Wonders of Chile," a webinar featuring Adventure Life (11/13/14)Previ
Date: Thursday, April 16, 2015 9:20:33 AM

undefined



Dear firstname goes here,

Chile is one of the most exciting and fastest growing destinations for travelers heading to South America. It offers an unprecedented variety of geography, from the world's driest Atacama Desert to the stunning peaks of Patagonia. In addition, Chile offers stunning cultural attractions, renowned wineries and unparalleled access to adventure experiences. From top to bottom, this 2,640-mile-long country needs to be seen to be believed.

Learn all about Chile in this comprehensive webinar from Tourism Chile and ADVENTURE LIFE, our partner who will be on hand to discuss their tours and packages to this extraordinary destination!

Register Now

**FREE 60-MINUTE WEBINAR ON CHILE
"Wonders of Chile with Adventure Life"
Thursday, November 13, 2014**

11:00 AM Pacific, 12:00 PM Mountain, 01:00 PM Central
02:00 PM Eastern, 03:00 PM Atlantic (Maritime Canada)

Registration Web Link: <https://www4.gotomeeting.com/register/960540367>

Featured Speakers:

Daniel Guerrero, Tourism Chile Representative, North America. Daniel has a deep passion for South America. Having marketed Chile and South America with a leading tour operator in a previous role, Daniel has been appointed Turismo Chile's Travel Trade Representative in North America where he leads the marketing efforts to promote this exceptional destination.

Kassandra Miller, Adventure Life: For nearly fifteen years Adventure Life has been creating personal itineraries that immerse travelers in the vibrant colors of a place, leaving both our guests and hosts enriched by the experience. From their beginnings as a Latin America specialist, Adventure Life now offers private journeys, small group tours, and expedition voyages throughout the world.

Growing up in the foothills of the Cascade Mountains and the waters of Puget Sound, Kassandra developed a passion for exploring the outdoors. While attending the University of Montana, Kassandra spent weekends exploring the mountains and the summers traveling through Europe. Most of her free time is spent skiing, rafting, hiking, fishing and mountain biking - always in pursuit of a new trail or

unexplored section of river. Her extensive travels throughout Latin America have ignited a strong passion for adventure travel and learning about new cultures

Thank you,

Daniel Guerrero

Turismo Chile Representative, North America

Tel: 323-648-6629

E-mail: daniel.guerrero@aboutdci.com

If you no longer wish to receive these emails, or you wish to update your profile, please click here.

the eVent THE UK SUMMIT



MAJOR UK TOURISM BOARDS INVITE 30 HAND SELECTED MICE PROFESSIONALS TO THE eVent: THE UK SUMMIT
The exclusive educational, familiarization and networking event will offer Certified Meeting Points (CMP)

UNITED KINGDOM (February TK, 2015) — VisitScotland Business Events and London & Partners along with 12 UK-based partners are preparing to host the inaugural installment of *The eVent: THE UK SUMMIT*, a highly exclusive conference held July 24-29, 2015. The event will see up to 30 handpicked North American meeting, incentive, corporate and association buyers come together for a four-night, three-day education, familiarization and networking experience at the prestigious Royal Horseguards Hotel on the banks of River Thames.

"We are pleased to partner with fellow Business Events leaders at London & Partners," said Richard Knight, VisitScotland Business Tourism Unit's Marketing Director and Organizer of the eVent: THE UK SUMMIT. "This is an incredible opportunity for buyers to network, gain professional development and get an exclusive first peak at the exciting things to come, while providing a platform for us to showcase why the UK is a power house amongst the industry."

Selected attendees will have the chance to explore the UK's most recent and innovative meetings and incentive offerings, attend networking galas, participate in one-on-one meetings, and attend educational forums focused on industry trends and perspectives.

"The eVent: THE UK SUMMIT will showcase the best of what the UK and London has to offer to event planners from the North American market. We will showcase the capital's world-leading tech, life sciences and creative clusters, introduce exclusive new venues, and delve into the latest trends and incentive experiences coming out of the UK events industry," said Chris FJ Lynn, Vice President, North America & Emerging Markets – Business Tourism, at London & Partners. "We look forward to working with our UK events partners to bring this event to the North American market."

The educational forums will focus on topics relevant for North American meeting planners. One of the sessions will allow buyers to earn points towards Certified Meeting Professional (CMP) credits.

Buyers will also have the chance to participate in one of two destination familiarization trips following the conference. The London trip will take participant beyond the cosmopolitan of London and into the countryside. The Scotland trip will focus on the Year of Food & Drink. Both will showcase the best locations, venues, and experiences perfect for corporate retreats, large meetings and incentives.

The eVent: THE UK SUMMIT is sponsored by travel and business tourism industry leaders, United Airlines and will be support and delivered by Spectra DMC, which has offices in London and Scotland.

To learn more, for interview opportunities or images, please contact Krystal Carter at Krystal.Carter@aboutdci.com or (416) 362-0808.

###



MAJOR UK TOURISM BOARDS INVITE 30 HAND-SELECTED MICE PROFESSIONALS TO the eVent: THE UK SUMMIT
The exclusive event will provide educational forums, familiarization trips and networking galas

UNITED KINGDOM (March TK, 2015) — VisitScotland Business Events and London & Partners along with 12 UK-based partners are preparing to host the inaugural installment of the eVent: THE UK SUMMIT, a highly exclusive event held July 24-29, 2015. The event will see up to 30 hand-picked North American meeting, incentive and corporate buyers come together for a four-night, three-day education, familiarization and networking experience at the prestigious Royal Horseguards Hotel on the banks of River Thames.

"We are pleased to partner with fellow Business Events leaders at London & Partners," said Richard Knight, VisitScotland Business Events Director of Marketing, the Americas. "This is an incredible opportunity for buyers to network, gain professional development and get an exclusive first peak at the exciting business tourism developments happening in 2015 and beyond, while providing a platform for us to showcase why the UK is a power house amongst the industry."

Selected attendees will have the chance to explore the UK's most recent and innovative meetings and incentive offerings, attend networking galas, participate in one-on-one meetings, and attend educational forums focused on industry trends and perspectives relevant for North American meeting planners.

"the eVent: THE UK SUMMIT will showcase the best of what the UK and London has to offer to event planners from the North American market. We will showcase the capital's world-leading tech, life sciences and creative clusters, introduce exclusive new venues, and delve into the latest trends and incentive experiences coming out of the UK events industry," said Chris FJ Lynn, Vice President, North America & Emerging Markets – Business Tourism, at London & Partners. "We look forward to working with our UK events partners to bring this event to the North American market."

Buyers will also have the chance to participate in one of two destination familiarization trips following the conference. The London trip will take participants beyond the excitement of London and into the escape of the countryside. The Scotland trip will focus on the Year of Food & Drink. Both will showcase the best locations, venues, and experiences perfect for corporate retreats, large meetings and incentives.

the eVent: THE UK SUMMIT is sponsored by travel and business tourism industry leaders, United Airlines and will be support and delivered by Spectra DMC, which has offices in London and Scotland.

To learn more, for interview opportunities or images, please contact Krystal Carter at Krystal.Carter@aboutdci.com or (416) 362-0808.

###



Media Information

EICC FAST TRACKS DELEGATES WITH TRANSPORT FOR EDINBURGH RIDACARDS

Edinburgh, Scotland, 3 October 2014 – Edinburgh International Conference Centre (EICC) is fast tracking delegates in Scotland's capital city with travel cards for airport transfers and other journeys on Edinburgh Trams and Lothian Buses.

The venue is promoting 'Ridacard' to professional event managers and this week hundreds of delegates attending a major pharmaceutical conference in the city will use the prepaid travel cards for the first time.

Visiting professional event manager, Hayley Bridgman of Ashfield Meetings and Events said: "Integrated public transport systems are highly prized and well used by international conference delegates who want to make the most of their time in a capital city that many will be visiting for the first time".

EICC Corporate Sales Specialist, Ekaterina Alison said: "International meetings bring thousands of business tourists to Edinburgh and increasingly organisers are concerned to build public transport into the programme which is always the best environmental option".

Edinburgh Trams operate a 14km route between York Place in the city centre and Edinburgh Airport, roughly every 10 minutes. Each tram vehicle can accommodate 250 people at any one time and are 100% wheelchair accessible. Along the route are 15 tram stops, connecting passengers with a bus network of over 70 routes, railway stations and popular leisure and business destinations. Travelling from the airport to the city centre takes approximately 35 minutes.

Scotland's capital city of Edinburgh is served by daily direct flights from 85 European cities and from New York, Chicago and Philadelphia in the United States. Middle Eastern routes include daily services from the Qatari capital, Doha and from 2015, Abu Dhabi in the United Arab Emirates.

Ends

Notes to editors and picture editors:

EICC is a company with a single shareholder, The City of Edinburgh Council. More at eicc.co.uk

Images of Ashfield Meetings and Events Project Account Manager, Hayley Bridgman and EICC Corporate Sales Specialist, Ekaterina Alison boarding the Edinburgh Tram are available on request.

Issued on behalf of EICC by Metropublic Communications Consultants. Contacts:

John Gerrie
+44 (0) 131 460 5927
+44 (0) 7876 216850 (Mobile)
john.gerrie@metropublic.com
Metropublic, Edinburgh, Scotland



Media Information

EICC LAUNCHES INSPIRE REWARDS PROGRAMME AT IMEX AMERICA

Edinburgh, Scotland, 9 October 2014 – Edinburgh International Conference Centre (EICC) is launching its new 'Inspire' client rewards programme and recognising the first client to benefit ahead of a presence at IMEX America, Las Vegas, Nevada (14-16 October 2014). The programme welcomes returning association and corporate clients with a bespoke package of benefits.

Outlining 'Inspire' EICC Head of Sales and Marketing, Louise Andrew said: "We work hard to seal the deal when bidding for new business and it's time to do more for returning clients who repeatedly put their faith in us to deliver for their delegates."

No two 'Inspire' benefits packages will be the same but will be specifically tailored to a returning client's known preferences and requirements. A range of complimentary and added value services will be offered exclusively to clients recognised by 'Inspire.'

The first client to benefit in the 'Inspire' rewards programme is the British Association of Dermatologists (BAD), the inaugural client in EICC's new Lennox Suite with International Investigative Dermatology 2013 and back in 2014 with the World Congress on Cancers of the Skin.

Chris Garrett, BAD's Conference and Event Services Manager said: "EICC has the scale we need for a full scientific programme with separate trade and poster exhibitions in a city centre location and a special welcome back that benefits our delegates is a real bonus."

Scotland's capital city, Edinburgh is served by daily direct flights from New York, Chicago and Philadelphia in the United States. Middle Eastern routes include daily services from the Qatari capital, Doha and from 2015, Abu Dhabi in the United Arab Emirates.

Ends

Notes to editors and picture editors:

Image of Chris Garrett, BAD's Conference and Event Services Manager at EICC is attached.

EICC is represented at IMEX America by Head of Sales and Marketing, Louise Andrew, louisea@eicc.co.uk and Rory Archibald, rorya@eicc.co.uk at booth 3015.

EICC is a company with a single shareholder, The City of Edinburgh Council. More at eicc.co.uk

Issued on behalf of EICC by Metropublic Communications Consultants. Contacts:

John Gerrie
+44 (0) 131 460 5927
+44 (0) 7876 216850 (Mobile)
john.gerrie@metropublic.com
Metropublic, Edinburgh, Scotland

EICC SETS NEW HOSPITALITY ASSURED STANDARD

Attachments:

EICC HOSPITALITY SCORE 2014_news.docx (51KB)

Edinburgh, Scotland, 13 November 2014: Edinburgh International Conference Centre (EICC) has set a new hospitality assured standard, recording the highest ever score for service and business excellence assessed by the internationally recognised, Institute of Hospitality.

With a combined score of 86.5% EICC leads the field that includes, major brand hotel chains, international contract caterers and leading public sector institutions, where 71.5% was the average assessment score. The same independent assessment scheme reports a conference centre sector average score of 75%, which is more than ten percentage points behind EICC's performance.

Business processes assessed in the Hospitality Assured scheme scored EICC greater than 83% in all nine inspection categories including: 88.1% for operational planning and standards of performance, 88.3% for business planning and 88.7% for training and development.

In the words of the assessors: "The EICC truly exhibits world class excellence in all that it does".

Setting the new standard comes just ahead of EICC's presence at EIBTM (18-20 November 2014) where the conference centre will be exhibiting on the Scotland stand (G30).

Welcoming the new high score EICC Chief Executive, Marshall Dallas said: "The hospitality industry must always strive for the highest standards of service and business excellence and we are delighted to be appraised ahead of our peers through what I judge to be an unerring focus on exceeding the expectations of our customers."

Hospitality Assured assessment is widely used in the UK, has reached as far as Qatar and Australia and is spreading with EU development grant support throughout the Caribbean.

Ends

Notes to editors:

EICC is a company with a single shareholder The City of Edinburgh Council.

Sales specialists Fiona Mackinnon and Morag Trufelli represent EICC at EIBTM.

Issued on behalf of EICC by Metropublic Communications Consultants. For more information contact:

John Gerrie

+44 (0) 131 460 5927

+44 (0) 7876 216850 (Mobile)

john.gerrie@metropublic.com Metropublic, Edinburgh, Scotland

Edinburgh, Scotland, 03 November 2014 – Edinburgh International Conference Centre (EICC) is to stimulate demand in the corporate meetings sector with the introduction of a targeted day delegate rate. Corporate meetings in the 150 to 400 delegates range qualify for the simplified buying process.

According to EICC Head of Sales and Marketing, Louise Andrew:

"Our financial calendar reporting business has stood firm but corporate sales meetings were early victims to recessionary pressure and they have been lagging behind the recovery in the wider economy. We want to get this market segment meeting again and are keen to play our part in stimulating demand.

"Scotland's national brand is riding high following the successful staging of the Commonwealth Games and the Ryder Cup and for corporate meetings there has never been a better time to be associated with an event in the country," adds Andrew.

The corporate meetings day delegate rate at EICC will be available from St Andrews Day, 30 November 2014 and will remain in place until the end of 2015.

Ends

Notes to editors:

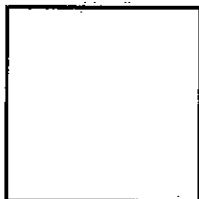
EICC is a company with a single shareholder, The City of Edinburgh Council. More at eicc.co.uk

Issued on behalf of EICC by Metropublic Communications Consultants. Contacts: John Gerrie

+44 (0) 131 4605927

+44 (0) 7876 216850 (Mobile)

Metropublic, Edinburgh, Scotland



Edinburgh to go head to head with Glasgow in award finals

Convention Edinburgh, the business tourism arm of Marketing Edinburgh, has been named as a finalist in one of the UK's biggest tourism industry awards.

Shortlisted in the category of Best UK Convention Bureau in the Meeting and Incentive Travel (M&IT) Awards, Convention Edinburgh will battle it out with Glasgow City Marketing Bureau, Liverpool Convention Bureau, London & Partners and NewcastleGateshead Convention Bureau.

Recognising excellence in the various sectors of the conference and event market, nominees for the 19 M&IT Award categories were voted for by the readers of M&IT Magazine.

Already celebrating a strong performance this financial year, Convention Edinburgh and its members worked together to secure over 124 new bid wins between April and December 2014. This is expected to bring 43,000 delegates to Edinburgh and generate over an estimated £59m to the local economy.

Lesley Williams, head of business tourism at Marketing Edinburgh said: "The fact our nomination is the direct result of our clients taking the time to vote for us, is incredibly rewarding in itself. In the last three years since Marketing Edinburgh was created, our business tourism team has worked incredibly hard to promote Edinburgh as a world leading conference destination.

"Results are speaking for themselves, we're are hosting more delegates and winning more conference bids than ever before. With its award-winning venues, amazing food and drink and an inspirational setting, Edinburgh continues to punch above its weight in the competitive international conference market."

All will be revealed on Tuesday 3 March at the glittering M&IT Award ceremony in London.

-ends-

Media contact for Marketing Edinburgh: Ali Liddy, Wire Media, Tel: +44 141 440 5 /+44 7968 023 141 ali@wiremedia.co.uk

Note to Editors: The business tourism arm of Marketing Edinburgh, Convention Edinburgh is the lead organisation responsible for promoting Edinburgh and Lothians as a premier conference, incentive, meetings and event destination. A membership organisation representing over 180 industry members including venues, attractions, transport providers and conference organisers, Convention Edinburgh provides professional and tailored advice on bid preparation, venue finding, accommodation and all conference services – free of charge. conventionedinburgh.com

A full list of nominees for the M&IT Awards can be found [here](#).

Ali Liddy
Senior Account Manager

Wire Media Ltd.

T: 0141 440 6761

M: 07968 023 141

E: ali@wire-media.co.uk

W: www.wire-media.co.uk



: @WeAreWire



: @AliLiddy

Clever, creative, communications™
Glasgow | Edinburgh | London

Winner of The Marketing Society Scotland Star Awards 2014:
Chairman's Award Best SME Agency
Best PR Campaign



Winner of The Drum Network Awards 2014: Scottish Marketing Business of the Year



This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please notify the system manager. This message contains confidential information and is intended only for the individual named. If you are not the named addressee you should not disseminate, distribute or copy this e-mail. Please notify the sender immediately by e-mail if you have received this e-mail by mistake and delete this e-mail from your system. If you are not the intended recipient you are notified that disclosing, copying, distributing or taking any action in reliance on the contents of this information is strictly prohibited

For information on the work of EventScotland, Scotland's national events agency - www.EventScotland.org

For visitor information - www.visitscotland.com

For information on VisitScotland - www.visitscotland.org

For business tourism information - www.conventionscotland.com

Get involved:

Twitter- <https://twitter.com/visitscotland> (use the hashtag #brilliantmoments)

Instagram - <http://instagram.com/visitscotland> (use the hashtag #brilliantmoments)

Ideas for your own brilliant moments - <http://www.visitscotland.com/campaign/brilliant/>

Before you print think about the ENVIRONMENT

This email and any attachments are private and confidential. If you have received this email in error, please immediately notify the sender and permanently remove the email from your system. If you receive this email in error, you must not use, copy or disclose any of the information contained in this e-mail or any attachments.

Any views or opinions expressed in this email and any attachments are those of the sender and do not necessarily represent the views or opinions of VisitScotland. Please note that VisitScotland's email system (including the content of emails and attachments) is subject to monitoring by us for the purposes of security and training.

VisitScotland does not accept any liability for any harm that may be caused to the recipient's system or data by this email or any attachment.

Delight as Hampden selected as EURO 2020 host

Friday, September 19: Delight as Hampden selected as EURO 2020 host



The Scottish FA and the entire Glasgow UEFA Euro 2020 bid team are delighted that Hampden Park has been selected as a host city for the European Championships' 60th anniversary.

The UEFA Executive Committee convened in Geneva, Switzerland, today and awarded Glasgow and Hampden Park a Standard Package of three group-stage matches and one knockout phase match.

It means the city of Glasgow and the national stadium will be one of 13 host city venues for the showpiece event, selected by the UEFA ExCo from 19 submissions from across Europe.



The bid was collaborative effort involving the Scottish FA, Scottish Government, Glasgow City Council, Glasgow City Marketing Bureau, EventScotland and Hampden Park Ltd.

Stewart Regan, Scottish FA Chief Executive, believes the host city status will help realise the Association's strategic plan, Scotland United: A2020 Vision.

"It is wonderful news and I would like to thank everyone who has been involved from the outset of what has been a fantastic bid. I believe Glasgow and Hampden Park will throw a fitting birthday party for the European Championships and I know the whole country will make it an occasion to remember.

"We have worked hard to establish our strategic plan and today's announcement gives us a perfect platform on which to realise our ambitions. It would be great if Scotland can qualify for

Euro 2020, playing in front of a full house at Hampden Park with a successful national team represented by graduates from our Performance Schools.

"On the back of a hugely successful Commonwealth Games, and ahead of what will be a memorable Ryder Cup, I am delighted Scotland, Glasgow and Hampden Park will again look forward to being the focus of worldwide attention for Euro 2020."

Councillor Gordon Matheson, Leader of Glasgow City Council and Chair of Glasgow City Marketing Bureau (GCMB), said: "Having delivered the best ever Commonwealth Games this summer, I am delighted that Glasgow has been selected as a host city for the UEFA European Championships in 2020.

"Glasgow enjoys a proud reputation as one of the world's great footballing cities and Hampden, in particular, has become a stadium familiar to football fans throughout Europe. We recognise the value of football and major sporting events and we have a fantastic track record in attracting and delivering some of the biggest global sporting championships; including the Champions League and UEFA Cup finals. We're also ranked as one of the top 10 ultimate sports cities in the world, ahead of the likes of Paris, Madrid and Amsterdam.

"Given the experience and expertise of our bid team - comprising the Scottish FA, Scottish Government, Glasgow City Council, Glasgow City Marketing Bureau, EventScotland and Hampden Park Ltd - and the cross-party political support received from the UK Government, we were confident that our bid was a strong one. Now we're ready to show that Glasgow and Hampden will provide a truly memorable backdrop to UEFA's milestone 60th anniversary Euro celebration.

"The city's global profile has never been greater and today's announcement provides the perfect platform to build on the sporting legacy created by the Commonwealth Games. It is a real opportunity to bring some of Europe's top football stars to Glasgow, support our national game and benefit the local economy while showcasing the city to a huge global audience."

Welcoming the decision, **Cabinet Secretary for Sport Shona Robison** said: "EURO 2020 coming to Glasgow will be brilliant for football and for Scotland. Fans from across Europe will want to come here to soak up an amazing party atmosphere, while we'll hear the 'Hampden Roar' just as loud in many different languages. Whichever teams make it, hundreds of thousands of fans will receive a great Scottish welcome.

"I am sure this will give an added boost, if any were needed, to Scotland's efforts to qualify for the tournament. Scotland is the perfect stage for major events and hosting four matches in Glasgow will also provide substantial economic benefits. We will continue to work closely with the Scottish FA and Glasgow City Council to help put on a spectacular football tournament."

ENDS

PEOPLE MAKE GLASGOW

The Perfect Conference Destination 2013-2014

- Glasgow is one of the best equipped and most competitive conference destinations in Europe – and the world – thanks to its compactness, ease of access and 'can do' culture.
- The area is **served by two airports** – **Glasgow International Airport**, which is eight miles west of the city, and **Glasgow Prestwick Airport**, which is 30 miles to the south. Glasgow Airport is home to some of the world's leading airlines, including Continental, US Airways, BA, Emirates and Virgin Atlantic: Glasgow Airport was named 'Scottish Airport of the Year' at the 2012 Scottish Transport Awards. Judges praised the efforts made by the airport in increasing passenger numbers and securing new routes.

In 2013, Glasgow Airport enjoyed its busiest year since 2008, after 7.4 million passengers travelled through its doors, representing an annual increase of 2.9%. Meanwhile, 1,136,048 passengers travelled through Glasgow Prestwick Airport in 2013, representing an annual increase of 7%.

- **Glasgow boasts Europe's only city-centre based seaplane service**, which provides scenic tours around Scotland's stunning West Coast landscape and offers a unique pre and post conference experience for visiting delegates – visit www.lochlomondseaplanes.com
- The Scottish Exhibition + Conference Centre (SECC) can be found at the heart of Glasgow city centre and there are 6,534 hotel bedrooms within two miles of the SECC campus. There are **9,103 hotel bedrooms within 10 miles of Glasgow city centre** while the total number of hotel bedrooms for the Greater Glasgow area (within 20 miles of the city centre) is 11,057.
- Data from Lynn Jones Research shows that Glasgow's average **hotel occupancy** for the last financial year (April 2013 to March 2014) was **80.4%** - representing a 3.6% rise on 2012/13.
- Glasgow's burgeoning hotel sector will grow further with six new hotels either in build or in the pipeline, including De Vere Village Urban Resort, Premier Inn at Pacific Quay, Travelodge, Motel One, Hampton Inn by Hilton and Z-Hotel. Together, these developments will add nearly 1,000 new hotel rooms to Glasgow's accommodation stock by 2015.
- **Business tourism** secured by Glasgow City Marketing Bureau (GCMB) since its inception in 2005 is now **worth more than £1 billion to the city's economy**. More than 2,200 domestic and international conferences have been brought to the city in partnership with the Scottish Exhibition + Conference Centre (SECC) over the past eight years. This equates to more than 800,000 conference delegates spending 3.3 million nights in the city's hotels during that time.
- Delegates now account for one in five hotel beds sold in Glasgow, underscoring the importance of conventions to the local economy.

- During the last financial year (2013/14), Glasgow hosted 453 conferences, equating to £118 million in local economic benefit.
- The **Glasgow Conference Ambassador Programme** – a free support and advice service provided by GCMB's Convention Bureau for academics, scientists, medical professionals and business people who are considering hosting a conference in the city – helped secure more than a third of all conference business (£47 million) booked by GCMB in 2013-2014.
- Among the **major conferences booked by GCMB in 2013**, include: the Liberal Democrats Autumn Conference (2014); the European Congress on Operational Research (2015); the World Meeting on Pharmaceuticals, Biopharmaceuticals and Pharmaceutical Technologies (2016); the Royal College of Nursing Annual Congress (2016); and the Annual Conference of the International Association of Teachers of English as a Foreign Language (2017). Together, these five conferences will bring almost 14,000 delegates from across the world to Glasgow, providing over £25 million in economic benefit.
- **Glasgow's Riverside Museum** has become a stunning addition to the city's portfolio of venues for corporate and public events. Designed by Zaha Hadid and home to Scotland's transport collection, the Riverside Museum was named 2013 European Museum of the Year (EMYA) – the first ever Scottish museum to be awarded the prestigious title.

The Riverside Museum is a flexible exhibition space that offers conference organisers a stunning, iconic waterfront location with a number of event options. A unique concept is the museum's Main Street, which can host bespoke receptions for 120 people in a beautiful re-created 1900s Glasgow street. Moreover, the entire museum can be hired out with opening times, offering a maximum capacity of 800. Outside, the museum boasts a large plaza, which can host a range of events, from concerts and rallies to formal functions and fairs, while berthed adjacent is The Tall Ship Glenlee, which can comfortably accommodate up to 200 people – again presenting organisers with further venue options.

- The **SSE Hydro** opened in September 2013 on the Scottish Exhibition + Conference Centre (SECC) campus boosting the city's major event and conference credentials even further. The SSE Hydro will play host to around 140 events every year (from national and international music mega stars to global entertainment and sporting events to conventions).

With the very latest in AV and technology, The SSE Hydro is ideally equipped to cater for large scale corporate events, such as product launches, and larger scale plenary sessions for 5,000 – 13,000 delegates. What makes The SSE Hydro unique is its ability to become an experiential part of an event. The combination of available space, technical capabilities and delivery expertise across a broad range of events, is a rare example of such integration on one site.

- These new developments will serve to increase the city's attractiveness to tourists, conference delegates and as a venue for major commercial, entertainment, sporting and cultural events – further reinforcing Glasgow's competitive edge.
- Glasgow City Marketing Bureau (GCMB) was named the **UK's Best Convention Bureau in 2014** – the eighth consecutive year that it has received this accolade from the readers of **Meetings & Incentive Travel (M&IT)** magazine. The annual M&IT Awards are considered highly

prestigious because votes are submitted from more than 3000 meetings industry professionals. The accolade means that Glasgow has become the first UK city to collect the top prize eight times, and over consecutive years – a record-breaking achievement.

- **INCON**, a partnership of global professional conference organisers, named GCMB and the SECC as **Global Partners in 2013-2014**. GCMB and the SECC are recognised by INCON members as key partners and supporters of Professional Conference Organisers in their dedication to professionalism in the industry. For more information visit www.incon-pco.com.
- GCMB and the SECC offer a revolutionary service for conference organisers, called "You 1st". The ethos of "You 1st" is to create a unique partnership with conference organisers and to deliver real benefits to both the conference organiser and their delegates, through innovative new to market solutions.

Recent examples of "You 1st" in action include: Coffee Shop Conferences – a fresh twist on satellite symposia – enabling conference organisers to reach out to the general public in an informal and relaxed environment. The first Coffee Shop Conference took place in partnership with the 6th Europaediatrics Congress (June 2013), allowing local parents of young children to engage with a world renowned expert on early years learning. A similar event was run in conjunction with the UNICEF Baby Friendly Conference (November 2013).

- Glasgow City Marketing Bureau (GCMB) operates a **conventions website** aimed at helping conference organisers take full advantage of their decision to host a conference in Glasgow. The site, which can be found at conventions.peoplemakeglasgow.com – aims to provide an invaluable and interactive resource for conference organisers; showcasing the many benefits of bringing a conference to the city and the support available.
- **Connect with us:** To keep up-to-date with the latest business tourism news from Glasgow, follow GCMB's Convention Bureau [@meetGlasgow](https://twitter.com/meetGlasgow) on Twitter or search for 'Glasgow City Marketing Bureau' on LinkedIn.

ENDS

For more information, contact:

Graeme Watson
Senior Marketing Communications Manager – Corporate & Digital
Glasgow City Marketing Bureau
Tel: 0141 566 0835 / 07534 982 312
E-mail: graeme.watson@glasgowcitymarketingbureau.com

(Or)

Claire Evans
Marketing Communications Manager – Corporate Communications
Glasgow City Marketing Bureau
Tel: + 44 (0)141 566 0873 / +44 (0)7703 731 873
Email: claire.evans@glasgowcitymarketingbureau.com